MARKETING MEASUREMENT REPORT

Where your ad spend really goes

An example report for **Coastline Apparel**, an imaginary D2C fashion brand, built on made-up numbers so you can see the format before sharing any data.

52 weeks
of spend and sales analysed

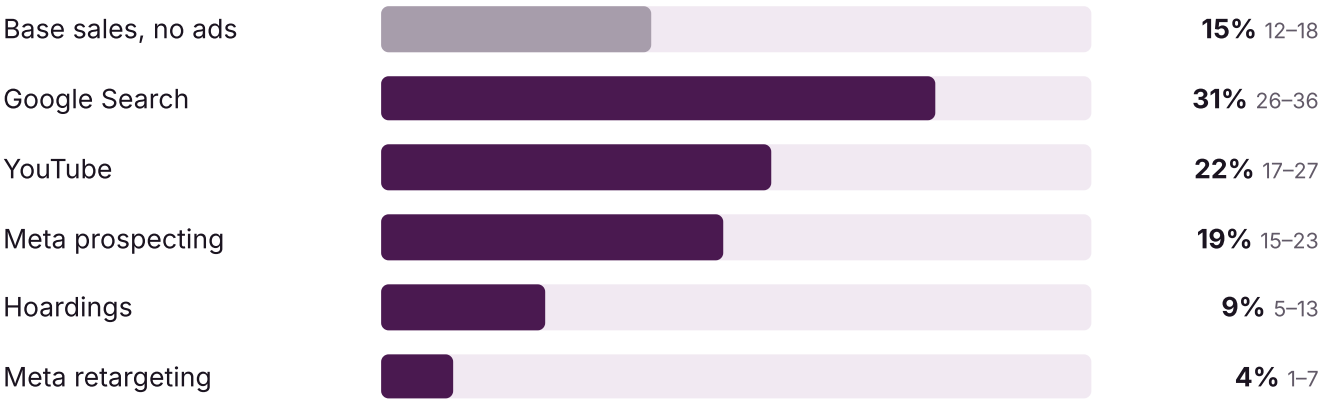
6 channels
online and offline

₹1.0 Cr
ad spend in the period

PAGE 1

What each channel added to sales

Share of sales caused by each channel, after seasonality, festivals and discounts. Small print shows the likely range.



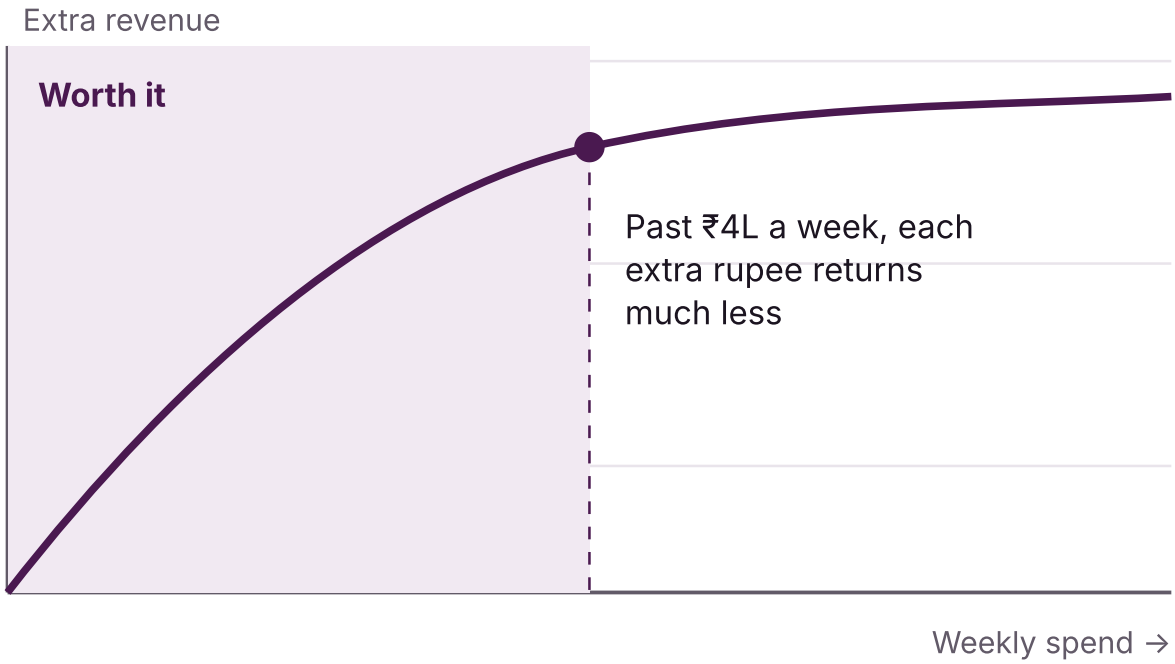
Channel	Platform-reported share	Model share	Reading
Meta retargeting	34%	4%	Mostly takes credit for sales that would happen anyway
YouTube	6%	22%	Under-credited; effect shows up 2–3 weeks later
Google Search	41%	31%	Strong, but part of it is people YouTube already reached

What this means: retargeting looks like the best channel in Meta's own report, but it adds the least once sales that would have happened anyway are removed. YouTube is doing more work than any dashboard shows.

PAGE 2

Where extra YouTube spend stops paying off

Extra revenue from each additional rupee, by weekly spend level.



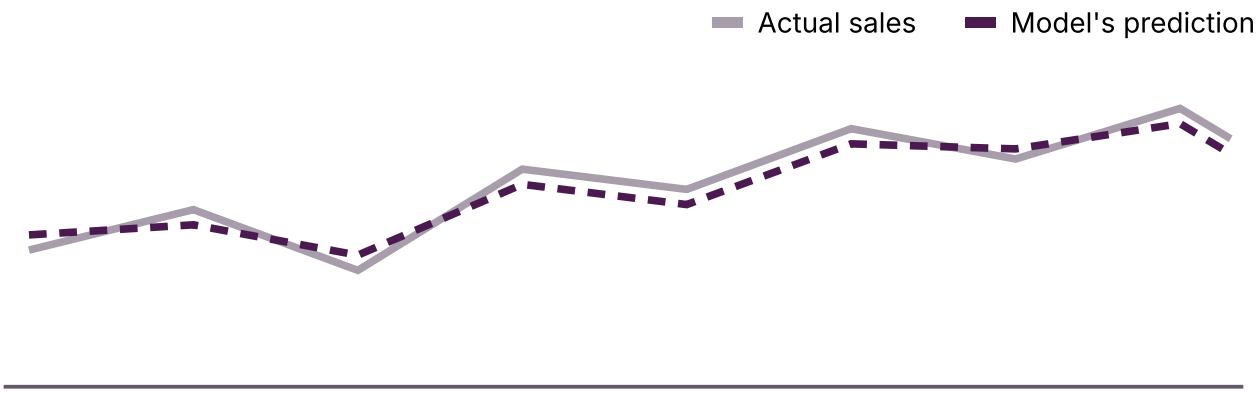
Channel	Current weekly spend	Spend ceiling	Headroom
YouTube	₹2.6L	₹4.0L	Room to grow
Google Search	₹3.1L	₹3.3L	Near ceiling
Meta retargeting	₹1.8L	₹0.6L	Over ceiling, cut back

What this means: move spend above a channel's ceiling to a channel that hasn't reached its own yet. Here, about ₹1.2L a week shifts from retargeting to YouTube.

PAGE 3

Accuracy scorecard

We hid the last 8 weeks from the model, then asked it to predict them.



6%
average weekly error

7 of 8
weeks within the predicted range

Safe to plan with
verdict

Recommended next quarter

1. Cut Meta retargeting from ₹1.8L to about ₹0.6L a week.
2. Raise YouTube from ₹2.6L to about ₹3.8L a week, keeping the same total budget.
3. Hold Google Search flat; it is close to its ceiling.
4. Run a 4-week geo test: pause hoardings in two cities to confirm their real effect.

Expected result (range): 8–14% more sales on the same spend next quarter. Measured again after 4 weeks.

This is a sample report with made-up numbers for an imaginary brand. It shows the format of an Epictales Analytics report and is not a promise of results. Book a call: anil@epictales.in · +91 78925 26156.